

PRESS RELEASE

**JUNE 2016
FOR RELEASE**

**SAUJANA HOTELS & RESORTS GATHERS SUPPORT FOR
UNDERPRIVILEGED COMMUNITY IN BHUTAN**

KUALA LUMPUR, JUNE 2016 – Saujana Hotels & Resorts is partnering with Ana by Karma, a non-profit social enterprise in Bhutan that fosters sustainable change in lifestyle and levels of self-sufficiency for mothers and their children in the Bhutanese community struggling with poverty and illiteracy.

Acquiring a range of traditional hand-woven scarves made by the social enterprise's weavers, Saujana is readily engaged to host the sales of these hand-woven scarves, and is donating all proceeds from the sales of these scarves to support the organisation.

The hospitality group is hosting this charity fundraiser for Ana by Karma from June 2016 onwards at two of its key properties in Kuala Lumpur – The Saujana Hotel Kuala Lumpur and The Club Saujana Resort. With each scarf on sale at RM180, one hundred percent of all collections go directly to those in need, helping them get through the day and beyond.

As these Bhutanese weavers begin to recover from a challenging socio-economic environment, individuals buying Ana by Karma scarves from Saujana Hotels & Resorts will be joining the fight to help these Bhutanese mothers and their children build better lives for themselves and their families.

Besides raising funds for this community, the group is also playing a part to bring forth Ana by Karma's products to both its local and international guest pool. In providing a foothold for them to market their handmade products in Malaysia, it also serves to create awareness on the conditions these Bhutanese weavers have to endure.

“Ana by Karma’s fight to transform illiteracy to literacy is admirable and we are pleased to be able to play a part in this endeavour. By contributing this avenue for them to showcase their products, it becomes a means for these weavers to provide for themselves. This source of independent income can help them support the welfare and education of their families and go on to increase their quality of life,” explains Peter Hourigan, General Manager for Saujana Hotels & Resorts.

To purchase a scarf or to donate, kindly contact Saujana Hotels & Resorts’ Brand Manager, Ms Indra Devi at (603) 7840 5448 or email a.indra@thesaujana.com.

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About Ana by Karma

Ana by Karma is a project dedicated to helping poor weavers in Bhutan to improve their lives. Revitalising heritage Himalayan weaving techniques as well as innovation and technology, it aims to empower poor illiterate women in Bhutan to use their creative talents to attain financial independence. Starting out as a one-woman online crowd-sourcing initiative, Ana by Karma has expanded into a social venture helping disadvantaged Bhutanese women, and is now a collective made up of more than 70 weavers from remote villages throughout Eastern Bhutan with Karma Yangchi, the social enterprise’s Chief Designer training fellow weavers to produce traditional hand-woven scarves and other items. For more information please visit www.anabykarma.com.

About Saujana Hotels & Resorts

Saujana Hotels & Resorts (SHR) is the hospitality flagship of the Malaysian owned Peremba Group with key areas of expertise in managing luxury properties, including 5-star deluxe resort-style hotel, The Saujana Hotel Kuala Lumpur and unique luxury boutique hotel, The Club Saujana Resort Kuala Lumpur with an award winning luxury spa. The group also operates fine-dining restaurants in the city, a stand-alone deli and a full-fledged catering division with its very own Wine Collection available in all its restaurants and bars. Nestled amidst 160-hectares of lush tropical gardens and adjoining Saujana Golf & Country Club’s picturesque championship golf courses, SHR offers top-notch facilities including extensive dining choices, practical function areas, numerous meeting room options and a host of delightful recreational activities to suit every traveller’s needs, presenting the perfect urban retreat set amidst a green haven for both business and leisure. For more information please visit www.shr.my or email info@thesaujana.com.

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